

Title: Financing and promotion of the Junior marathon

Objectives: This thesis deals with the characteristics of the Junior marathon, its financing and promotion. The aim of the thesis is identification and evaluation of current sources of financing and types of promotion and at the same time suggestion of new ways of financing and promotion.

Results: New alternatives and recommendations for effective promotion. Suggestions of other ways of financing.

Methods: The main part of information crucial for writing of this thesis was obtained in an interview with a representative of Prague International Marathon, spol. s r.o. There was also a market search carried out. The target group was among high school students participated in a last years Junior Marathon.

Key words: Running, sport event, promotion, financing, sponsorship